

# ORDER

**KSDK**

**Orders**

**Order / Rev:** 695845

Alt Order #:

**Product Desc:** McCaskill for Senate 2012

**Estimate:** 11280

**Flight Dates:** 10/16/12 - 10/28/12

**Original Date / Rev:** 10/19/12 / 10/19/12

**Order Type:** Political

**Primary AE:** Local House

**Sales Office:** KSDK

**Sales Region:** LOC

**Agency**

**Name:** Media Strategies

**Buying Contact:**

**Billing Contact:**

9990 Lee Hwy #210

Fairfax, VA 22030

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** McCaskill, C/ D/ Senate

**Demographic:** A25-54

**Product Codes:** PL-US Senate

**Priority:** P-2

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	98	\$106,850.00	\$90,822.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	98	\$106,850.00	\$90,822.50	0.00
<b>Totals</b>	<b>98</b>	<b>\$106,850.00</b>	<b>\$90,822.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSDK	40%	\$106,850.00
Market	100%	\$267,125.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$160,275.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/16/12	10/19/12	M-F 5-6A 5-6a	CM	5-6A	- 1111 - -	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- 1111 - -			4		\$300.00		0.00				
2	KSDK	10/22/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A	M- - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: McCaskill, C/ D/ Senate  
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/22/12	10/22/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
3	KSDK	10/16/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	-1111--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$900.00		0.00						
4	KSDK	10/22/12	10/22/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$900.00		0.00						
5	KSDK	10/16/12	10/19/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-2222--	:30	8	\$825.00	P-2	0.00	NM	8	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-2222--	8		\$825.00		0.00						
6	KSDK	10/22/12	10/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$825.00		0.00						
7	KSDK	10/20/12	10/20/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/15/12-10/21/12		Sat 6-7A	6-7A		-----Sa--	:30	<del>(\$250.00)</del>	0.00	NM				
See MG 7.2															
[Need RS 2 to clear]															
2	KSDK	10/20/12-10/20/12		Sat 6-7A	6-7A		-----Sa--	:30	\$375.00	0.00	NM				
Ⓜ MG for 7.1 10/20															
[rate]															
8	KSDK	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00						
9	KSDK	10/20/12	10/20/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00						
10	KSDK	10/21/12	10/21/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$250.00		0.00						
11	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSDK	10/15/12-10/21/12		SUN TDY	7-8A		-----Su	:30	<del>(\$500.00)</del>	0.00	NM				
Credited															
[Credit]															
12	KSDK	10/21/12	10/21/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$450.00		0.00						
13	KSDK	10/17/12	10/17/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	--W----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$375.00		0.00						

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KSDK	10/22/12	10/22/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	M- - - - -	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -			1		\$375.00		0.00				
15	KSDK	10/18/12	10/18/12	M-F 10-11A News at 10am	CM	10-11A	- - - T - - -	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - - T - - -			1		\$250.00		0.00				
16	KSDK	10/22/12	10/22/12	M-F 11-12P Today Show III	CM	11A-12P	M- - - - -	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -			1		\$275.00		0.00				
17	KSDK	10/17/12	10/19/12	M-F Noon News Noon News	CM	12-1230p	- - 1- 1- -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - 1- 1- -			2		\$350.00		0.00				
18	KSDK	10/16/12	10/16/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- T- - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- T- - - - -			1		\$300.00		0.00				
19	KSDK	10/17/12	10/17/12	Days of Our Lives Days of Our Lives	CM	1-2P	- - W- - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- - W- - - -			1		\$450.00		0.00				
20	KSDK	10/22/12	10/22/12	M-F 2-3p Dr. Oz	CM	2-3p	M- - - - -	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M- - - - -			1		\$300.00		0.00				
21	KSDK	10/16/12	10/22/12	M-F 3-4p Ellen	CM	3-4p	11111- -	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- 1111- -			4		\$375.00		0.00				
Week:		10/22/12	10/28/12	1- - - - -			1		\$375.00		0.00				
22	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	11111- -	:30	5	\$550.00	P-3	0.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- 1111- -			4		\$550.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KSDK	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5p	11111--	:30	5	\$550.00	P-3	0.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/15/12-10/21/12		M-F 430-5p	430-5p		-TWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 22.6,22.7,22.8,22.9,22.10 [OVERSOLD -]															
2	KSDK	10/15/12-10/21/12		M-F 430-5p	430-5p		-TWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 22.6,22.7,22.8,22.9,22.10 [OVERSOLD -]															
3	KSDK	10/15/12-10/21/12		M-F 430-5p	430-5p		-TWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 22.6,22.7,22.8,22.9,22.10 [OVERSOLD -]															
4	KSDK	10/15/12-10/21/12		M-F 430-5p	430-5p		-TWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 22.6,22.7,22.8,22.9,22.10 [OVERSOLD -]															
6	KSDK	10/16/12-10/22/12		M-F 430-5p	430-5p		MTWThF----	:30		\$825.00		0.00	NM		
Ⓜ MG for 22.5,22.1,22.2,22.3,22.4 [revised to RS2]															
7	KSDK	10/16/12-10/22/12		M-F 430-5p	430-5p		MTWThF----	:30		\$825.00		0.00	NM		
Ⓜ MG for 22.5,22.1,22.2,22.3,22.4 [revised to RS2]															
8	KSDK	10/16/12-10/22/12		M-F 430-5p	430-5p		MTWThF----	:30		\$825.00		0.00	NM		
Ⓜ MG for 22.5,22.1,22.2,22.3,22.4 [revised to RS2]															
9	KSDK	10/16/12-10/22/12		M-F 430-5p	430-5p		MTWThF----	:30		\$825.00		0.00	NM		
Ⓜ MG for 22.5,22.1,22.2,22.3,22.4 [revised to RS2]															
10	KSDK	10/16/12-10/22/12		M-F 430-5p	430-5p		MTWThF----	:30		\$825.00		0.00	NM		
Ⓜ MG for 22.5,22.1,22.2,22.3,22.4 [revised to RS2]															
Week:		10/22/12	10/28/12	1-----	1		\$550.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KSDK	10/22/12-10/28/12		M-F 430-5p	430-5p		M-----	:30		<del>(\$550.00)</del>		0.00	NM		
See MG 22.6,22.7,22.8,22.9,22.10 [OVERSOLD]															
23	KSDK	10/16/12	10/22/12	M-F 4P News News 5 at Four	CM	4-430P	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$750.00		0.00						
Week:		10/22/12	10/28/12	1-----	1		\$750.00		0.00						
24	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	11111--	:30	5	\$1,875.00	P-2	0.00	NM	4	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$1,875.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSDK	10/15/12-10/21/12		M-F 5P News	5-530P		-TWThF----	:30		<del>(\$1,875.00)</del>		0.00	NM		
Credited [Credit]															
Week:		10/22/12	10/28/12	1-----	1		\$1,875.00		0.00						
25	KSDK	10/16/12	10/22/12	M-F 5P News News Channel 5 at 5P	CM	5-530P (5:28 PM-5:30 PM)	1111---	:30	4	\$2,700.00	P-2	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-111---	3		\$2,700.00		0.00						
Week:		10/22/12	10/28/12	1-----	1		\$2,700.00		0.00						
26	KSDK	10/16/12	10/22/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	11111--	:30	5	\$2,025.00	P-2	0.00	NM	5	\$10,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-1111--	4		\$2,025.00		0.00						
Week:		10/22/12	10/28/12	1-----	1		\$2,025.00		0.00						



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35	KSDK	10/17/12	10/17/12	Wed Prime B Law & Order: SVU	CM	8-9P	--W----	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W----		1				\$2,200.00		0.00			
36	KSDK	10/18/12	10/18/12	Thu Prime A 30 Rock/ Up All Night	CM	7-8P	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	Thu Prime A See MG 36.2 [Prgrm Change]		7-8P	---Th----	:30		<del>(\$1,000.00)</del>		0.00	NM		
	2	KSDK	10/18/12-10/18/12	Prime Political Program Ⓜ MG for 36.1 10/18 [program change]		Senatorial Debate 7:00 PM-8:00 PM	---Th----	:30		\$2,500.00		0.00	NM		
37	KSDK	10/18/12	10/18/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	Thu Prime C See MG 37.2 [NA - NEED TO OFFER SOMETHING ELSE (ALL POLITICAL IN THIS - THEY ARE LOWEST RATE)]		9-10P	---Th----	:30		<del>(\$1,400.00)</del>		0.00	NM		
	2	KSDK	10/18/12-10/18/12	Thu Prime C Ⓜ MG for 37.1 10/18 [n/a]		9-10P	---Th----	:30		\$2,100.00		0.00	NM		
38	KSDK	10/19/12	10/19/12	Fri Prime A Whitney/ Community	CM	7-8P	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,000.00		0.00			
39	KSDK	10/19/12	10/19/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$2,000.00		0.00			
N40	KSDK	10/20/12	10/20/12	Sat Prime C Law & Order: SVU	CM	9-10P	-----S-	:30	1	\$475.00	P-3	0.00	NM	2	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$475.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	Sat Prime C See MG 40.2,40.3,40.4 [LUR is 600]		9-10P	-----Sa--	:30		<del>(\$475.00)</del>		0.00	NM		
	2	KSDK	10/20/12-10/20/12	Sat Prime C Ⓜ MG for 33.1,32.1,27.1,34.1,40.1 [n/a]		9-10P	-----Sa--	:30		\$600.00		0.00	NM		
	3	KSDK	10/16/12-10/16/12	Prime Political Program Ⓜ Credited [cancel]		Pres. Debates 8-10:00 PM-10:00 PM	-----Sa--	:30		<del>(\$3,000.00)</del>		0.00	NM		
	4	KSDK	10/22/12-10/22/12	Mon Prime Other Ⓜ See MG 40.5 [NA DUE TO PROGRAM CHANGE : THE VOICE IS 7-8p DEBATE IS 8-9p ...OVERSOLD 7-8P]		7-9p	M-----	:30		<del>(\$3,500.00)</del>		0.00	NM		
	5	KSDK	10/22/12-10/22/12	Mon Prime Other Ⓜ MG for 40.4 10/22 [revised rate]		7-9p	M-----	:30		\$5,250.00		0.00	NM		
41	KSDK	10/16/12	10/22/12	LN (M-F) LN (M-F)	CM	10-1035p	11111--	:30	5	\$2,250.00	P-2	0.00	NM	5	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4				\$2,250.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$2,250.00		0.00			
42	KSDK	10/20/12	10/20/12		CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

Order / Rev: 695845  
 Alt Order #:  
 Flight Dates: 10/16/12 - 10/28/12

Advertiser: McCaskill, C/ D/ Senate  
 Product Desc: McCaskill for Senate 2012  
 Estimate: 11280

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN (Sa)															
LN (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,800.00		0.00			
43	KSDK	10/21/12	10/21/12	Post NFL News	CM	Various	-----S	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
Post NFL Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,350.00		0.00			
44	KSDK	10/16/12	10/18/12	Tonight Show	CM	1035-1137p	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-1---					2	\$450.00		0.00			
45	KSDK	10/19/12	10/19/12	Late Night	CM	1135p-1235x	----F--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
Late Night w/Jimmy Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$150.00		0.00			
46	KSDK	10/22/12	10/22/12	Tonight Show	CM	1035-1137p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$450.00		0.00			
47	KSDK	10/22/12	10/22/12	M-F 1230-1p	CM	1230-1p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Show Me St. Louis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$300.00		0.00			
48	KSDK	10/19/12	10/19/12	M-F 10-11A	CM	10-11A	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
News at 10am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$250.00		0.00			
49	KSDK	10/22/12	10/22/12	M-F 10-11A	CM	10-11A	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
News at 10am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$250.00		0.00			
50	KSDK	10/22/12	10/22/12	M-F Noon News	CM	12-1230p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$350.00		0.00			
51	KSDK	10/22/12	10/22/12	Prime Political Program	CM	8-10p Pres Debate	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
8-10p Pres Debate (8:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$3,000.00		0.00			
52	KSDK	10/19/12	10/19/12	M-F 11-12P	CM	11A-12P	----F--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
Today Show III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$275.00		0.00			
53	KSDK	10/19/12	10/19/12	M-F 1230-1p	CM	1230-1p	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Show Me St. Louis															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$300.00		0.00			
54	KSDK	10/19/12	10/19/12	M-F 2-3p	CM	2-3p	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$300.00		0.00			
55	KSDK	10/20/12	10/20/12	Notre Dame Football	CM	Various	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
Notre Dame Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$325.00		0.00			
56	KSDK	10/21/12	10/28/12	SUN TDY	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
56	KSDK	10/21/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----S		1				\$750.00		0.00		
		Week: 10/22/12	10/28/12	-----S		1				\$750.00		0.00		
Totals													98	\$106,850.00